

1980 PROFIT WARNING FOR CREDIT EXECUTIVES

***How to Turn Record Credit Abuse
Into a Blessing in Disguise***

Dear Credit Executive:

Virtually every credit executive in the country is hit dead center by customers abusing their credit privileges.

Whether you're the credit manager of a small company, the chief financial executive of a large company, engaged in wholesale or retail, services or manufacturing - today's tight-money crunch is turning good customers into "slow-pays" and "can't pays."

But handled properly, this tough collection climate can actually be a "blessing in disguise" for the alert credit executive. It can open the door to a wealth of unsuspected collection techniques you may have been overlooking.

How You Can Come Out Way Ahead -- Despite Record Credit Abuse

Bigger bad debt write-offs don't have to be your story. If you lose ground in one area, it's often possible to make up those losses, 2 and 3 times over, simply by focusing on other areas where neglected collection opportunities are just waiting to be exploited.

Executive Reports Corporation, publisher of the new, profit-packed Executive's Credit & Collections Letter, invites you to prove to yourself -- with proven collection letters and tough new collection techniques -- just how many great ways there are to boost credit & collection profits in 1980.

Just return the enclosed Priority Card today and we'll send you absolutely free a copy of our Special Handbook, "22 Quick, Proven Ways to Boost Collections and Bring in Cash Faster," along with a new subscription to Executive's Credit & Collections Letter.

Following is just a sample of how this Special Handbook helps you speed collections, slash bad debts and boost credit sales volume:

1. For starters, you get scores of ready-to-use collection letters proven to pull in cash from everyone - from the "slow-pay" to the "can't pay" ... from the credit-stretcher, to the "claims-paid" artist, to the long-standing customer who slips.
2. Then, "22 Quick Ways" gives you 6 fast, tough actions used by top credit executives to substantially boost profits and slash bad debts despite today's tight-cash economy.
3. Lost accounts? - Turn them around fast! Your Special Handbook gives you a hot

series of "recapture" letters that revive past accounts - these have worked to pull as much as 31% added payments from "lost causes."

4. It reveals 5 surefire appeals that get today's customers to write checks fast.
5. It gives you a widely overlooked strategy used by astute credit executives to protect yourself against bad debt losses - one that can cover you safely when you need it most.
6. "22 Quick Ways" gives you tested ways to speed collections by phone ... includes a simple, proven 3-step telephone plan that not only rings up more collections than ever, but also increases customer good will.
7. It alerts you to a simple, low-cost change of pace notice that turns slow-pays into discount payers, time and time again.
8. It offers a quick technique to outwit the customer who is saving money by not discounting ... shows how to use friendly pressure to get more checks and more business.
9. It points out a simple, inexpensive way to reduce NSF's to rock-bottom.
10. The Special Handbook provides dozens of other proven profit-boosting techniques for the credit executive, including a technique to get "slow-pays" to increase orders and pay cash to boot ... how to team up with salesmen for bigger profits ... a phenomenal one-shot mailing that gets 100% response for the company using it.

How to Get Your FREE Copy of "22 Quick, Proven Ways to Boost Collections and Bring in Cash Faster" --

Simply fill in and return the enclosed Reply Card now. We'll rush "22 Quick Ways" to you at once, without cost. In addition, you will receive a new subscription to the new Executive's Credit & Collections Letter for just \$9.95 a month (fully tax-deductible).

Executive's Credit & Collections Letter is the new 8-page biweekly that brings you new collection letters, new collection techniques, new credit strategies - all proven under fire by today's top credit executives.

Every-other-week the new Letter keeps you automatically abreast of hot new credit & collections methods as fast as they develop. It brings you practical, up-to-the-minute information that can turn "bad news" into a blessing in disguise. (More about the new Letter on the next page.)

To be sure to receive your free copy of "22 Quick Ways" right away -- mail back the postfree Reply Card today.

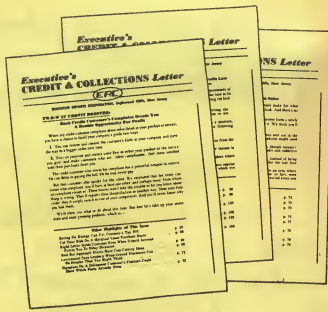
Sincerely,

Edward R. Carlton

CCL/G

Edward R. Carlton
for Executive Reports Corporation

From Executive Reports Corporation...



The New, Profit-Packed

EXECUTIVE'S CREDIT & COLLECTIONS LETTER

In 8 fast-reading pages every-other-week, the new Executive's Credit & Collections Letter brings you the newest proven credit & collections techniques gathered from credit experts throughout America.

Credit experts reveal their secrets - what to do and how to do it - to speed collections, assure repeat business, expand credit sales.

The new Executive's Credit & Collections Letter keeps you automatically abreast of --

*NEW WAYS TO BRING IN MONEY FASTER -
BY MAIL

*NEW COLLECTION LETTERS THAT WORK
COLLECTION MIRACLES

*NEW WAYS TO SPEED COLLECTIONS BY PHONE

*NEW WAYS TO STEP UP CREDIT SALES

*NEW LOW-COST METHODS TO GET MORE
FOR YOUR COLLECTION EFFORTS

*NEW WAYS TO MAKE MARGINALS
PAY OFF BIG

*NEW TECHNIQUES TO SLASH BAD DEBTS
TO ROCKBOTTOM

*NEW WAYS TO CUT COLLECTION COSTS

*NEW MOVES TO AVOID LEGAL PITFALLS

*NEW PERSONAL WEALTH-BUILDING IDEAS
FOR THE CREDIT EXECUTIVE

Every new collection letter, new collection technique, new credit strategy is clearly spelled out. And every article is geared for fast, practical help in areas where major credit & collections profits are at stake.

Here's just a sample of the kinds of articles the exciting new Executive's Credit & Collections Letter delivers to your office every-other-week:

NEW COLLECTION LETTERS THAT BRING CASH QUICK

Ready-to-use model collection letters tested under fire ... Action-getting letters that pull in cash quick from "slow pays" ... Telegrams that speed collections ... Gimmicks that get attention ... A "quickie" to tighten your collection cycle ... Seasonal letters that sell & collect ... 12 action letters for late-payers ... The letter that gets to the "can't-be-bothered" ... Welcome letters that get new customers paying right off the bat ... 3 "last-resort" letters that work wonders.

FAST, EFFECTIVE ACTIONS FOR TOP COLLECTIONS IN 1980

How to set up a system that brings in money fast ... How to gear your collection methods to today's conditions ... A 9-point checklist to make sure you have the best collection policy for your needs ... Tighten your collection cycle for bigger, faster profits ... Simplify your credit operations with credit billing ...

7 proven techniques to speed payments ... How to save time & money with telephone collections ... When it pays to stop collecting ... How to keep your collections going strong all year round ... Boost your 1980 profits with extended term selling.

HOW TO GET & USE THE BEST CREDIT INFORMATION

Today's guidelines to evaluate customers for minimum risk ... Tips for building a low-cost direct credit interchange ... Take the banker's role to get better credit information faster ... How to flush out 7 crucial details on a customer's receivables ... How to get fast, accurate credit information ... 6 angles in rating a retail account's paying power.

HOW TO COLLECT WHEN OTHERS ARE FINDING IT IMPOSSIBLE

4 steps to track down "missing" customers ... Get your money faster with person-to-person collections ... The keys to pulling faster payments, greater volume from marginal accounts ... A failsafe method to key in on problem accounts before they cost you cash ... How to get cash from risky accounts ... How to turn old losers into new winners ... Call up faster payments from delinquent accounts ... How to reach the people behind your collection problems ... How to "get tough" to get your money & keep the customer too.

HOW TO CUT COLLECTION COSTS - BOOST CREDIT PROFITS

How to operate profitably on a shoestring budget ... 7 controls to keep your credit profits rolling in ... How low-cost automation can speed collections ... How to prevent buyers from borrowing your money ... How to team up with sales for profit magic ... How to get the cream-of-the-crop 10% that can double your profits.

Every-other-week the new Executive's Credit & Collections Letter brings you new collection letters that work miracles ... new techniques to boost credit profits. "ECCL's" value to credit executives is incalculable - yet this unparalleled offer brings it to you for just \$9.95 a month, fully tax-deductible.

To receive the new Executive's Credit & Collections Letter and your free Handbook, "22 Quick, Proven Ways to Boost Collections and Bring in Cash Faster," - just return the enclosed Reply Card.



How the Credit Executive Can Turn Record Credit Abuse Into A Blessing in Disguise

Executive Reports Corporation:

Please rush me your Special Handbook, "22 Quick, Proven Ways to Boost Collections and Bring in Cash Faster."

It comes to me without cost along with a single year's new subscription to the new biweekly Executive's Credit & Collections Letter at the rate of just \$9.95 a month. The annual amount is fully tax-deductible and not payable until 15 days after I receive our first biweekly issue.

There is no charge whatsoever for my Special Handbook.

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